Redditors to Design Billboards Celebrating BTS in Los Angeles, New York

Reddit teamed up with K-pop superstars BTS on an initiative to give Redditors who are K-pop fans the chance to design billboards celebrating the group in Los Angeles and New York.

Recommended articles
https://www.adweek.com/social-marketing/redditors-to-design-billboards-celebrating-bts-in-los-angeles-new-york/

Clubhouse Adds Saved Replays

Clubhouse users can now save Replays and listen to them at a later time.

Recommended articles
https://www.adweek.com/media/clubhouse-adds-saved-replays/

Instagram: How to Use the Celebration Chat Theme

To celebrate New Year’s Eve, Instagram released a “Celebration!” chat theme that adds confetti and streamers to a conversation’s background. This chat theme is also available in the Messenger application.

Recommended articles
https://www.adweek.com/media/instagram-how-to-use-the-celebration-chat-theme/

Triller Enters Reverse Merger With SeaChange, Goes Public, Becomes TrillerVerz

A sea change is in the air at Triller, as the content and technology platform said it entered into a definitive agreement for a reverse merger with video streaming and advertising technology company SeaChange International, with the combined company to be known as TrillerVerz once the transaction is complete, expected sometime during the first quarter of 2022.

Recommended articles

https://www.adweek.com/media/triller-enters-reverse-merger-with-seachange-goes-public-becomes-trillerverz/

Meta Shifting Campaign Creation in Ads Manager to Outcome-Driven Ad Experiences

Meta is revamping the objective selection experience when brands create new campaigns in Ads Manager to an outcome-based model, enabling them to choose their desired result, at which point the interface will guide them through the most optimal campaign setup and creation paths to achieve that result.

Join Adweek and Taboola for **In With the New: Driving Discovery in 2021, a live virtual event on Oct. 8**, to hear from content leaders and brand marketers on what they've learned in 2020 and how it's informing 2021 plans. **Register now**.

Recommended articles
https://www.adweek.com/programmatic/meta-shifting-campaign-creation-in-ads-manager-to-outcome-driven-ad-experiences/

Help Wanted? Meta to Shut Down Facebook Jobs Outside Canada, US Feb. 22

LinkedIn can breathe a sigh of relief, as Facebook Jobs is shutting down outside of Canada and the U.S. Feb. 22.

Recommended articles
https://www.adweek.com/media/help-wanted-meta-to-shut-down-facebook-jobs-outside-canada-us-feb-22/

Twitter Goes Full Speed Ahead in Ghana With @TwitterGhana, Billboards

Twitter is going all in on Ghana, debuting a dedicated @TwitterGhana handle, bringing tweets to life on billboards in the capital city of Accra and partnering with the Afrochella festival.

Recommended articles
https://www.adweek.com/social-marketing/twitter-goes-full-speed-ahead-in-ghana-with-twitterghana-billboards/

Cosmopolitan’s Messenger Group Effect Celebrates New Year’s Eve

Cosmopolitan and Messenger have partnered to release a Group Effect on Messenger called “Nugget Cheers.” Messenger’s Group Effects are augmented reality overlays that apply to every participant in a video call. They can be activated in Messenger video calls with two or more participants.

Recommended articles
https://www.adweek.com/social-marketing/cosmopolitans-messenger-group-effect-celebrates-new-years-eve/

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6 Months In, Meta’s Bulletin Platform Tops 115 Writers, Publications

Meta shared a six-month update on its Bulletin platform for independent writers, which rolled out in June.

Recommended articles
https://www.adweek.com/media/6-months-in-metas-bulletin-platform-tops-115-writers-publications/

WhatsApp Kicks Off New Year's Eve Campaign

New Year's Eve is the star of the latest global campaign from WhatsApp, "It's Not the New Year Until You Get the Message You've Been Waiting For."

Recommended articles
https://www.adweek.com/social-marketing/whatsapp-kicks-off-new-years-eve-campaign/